AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application. Claims 1-27 have been cancelled herein, and claims 28-57 have been newly added.

Listing of Claims:

1-27. (Cancelled).

28. A system that visualizes web site activity traffic, comprising:

a monitoring component that obtains information related to users browsing a web site;

a component that analyzes the information and parses the users into one or more groups based on the analyzed information; and

a visualization component that graphically presents user browsing information in one or more windows within a display screen, the one or more windows correspond to the one or more user groups, respectively, and the browsing information displayed within a window corresponds to the group associated with the window.

29. The system of claim 28, the groups are defined *via* a non-restrictive and/or a non-limiting set of similar items that are associated with one another based on one or more common or similar characteristics.

30. The system of claim 28, the browsing information within a window is delineated by user into one or more rows.

31. The system of claim 30, the one or more rows are ordered based on a predetermined typicality measure.

32. The system of claim 31, the predetermined typicality measure is a probability of a behavior based on a location of a user within a group.

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33.   The system of claim 30, the one or more rows comprise one or more units that store information associated with web pages visited by the users.

34.   The system of claim 33, the respective units within a row are color coded by a type of web page represented.

35.   The system of claim 34, the type represents one or more of local news, global news, financial news, and entertainment.

36.   The system of claim 33, the respective units are associated with intensity levels that indicate a frequency that a user visits a type of web page.

37.   The system of claim 36, the frequency is a probability of visiting a type of web page.

38.   The system of claim 36, the intensity levels range from low to high, and a low intensity indicates a low probability of visiting a web page and a high intensity indicates a high probability of visiting the web page.

39.   The system of claim 30, the respective rows are associated with an intensity level that indicates a conditional transition probability of a zero-order or a first-order Markov model.

40.   The system of claim 30, the respective rows are associated with labels that correspond to a type of web page represented by the row.

41.   The system of claim 28, the windows are sorted by a number of users within the group associated with the windows.

42.   The system of claim 28, the component utilizes an expectation-maximization (EM) algorithm to facilitate generating the groups.

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43.   The system of claim 28, the respective windows change size in order to display more rows within a visible region of the windows.

44.   The system of claim 28, the respective windows include a scroll bar that is utilized to navigate through the rows data displayed within the windows.

45.   A method that displays web traffic, comprising:

receiving web site user clusters that were generated through one of zero-order and first-order Markov models, respective clusters include information related to one or more web pages accessed by one or more users who display similar web browsing characteristics;

creating individual graphical user interfaces for each cluster; and

visualizing the cluster information within one or more rows, based on the user, of an associated graphical user interfaces.

46.   The method of claim 45, further comprising defining the clusters with a non-restrictive and a non-limiting group of associated items.

47.   The method of claim 45, further comprising sorting the one or more graphical user interfaces based on a predetermined typicality measure.

48.   The method of claim 45, further comprising delineating the one or more rows into one or more units that respectively store the web page information.

49.   The method of claim 48, further comprising employing a color code with the units to differentiate respective units by a type of web page represented.

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50.   A method for displaying web site user activity according to web site behavior, comprising:

utilizing an expectation–maximization algorithm to cluster web site users by browsing behavior; and

displaying user web site activity by visualizing information related to web pages accessed by users with similar behavior in fields displayed a window.

51.   The method of claim 50, further comprising employing different intensity levels with respective fields to indicate a frequency that a user visits a type of web page.

52.   The method of claim 50, further comprising labeling respective fields by a type of web page represented.

53.   The method of claim 52, the type represents one or more of local news, global news, financial news, and entertainment.

54.   The system of claim 50, further comprising ordering the windows by a number of users within a cluster.

55.   A data packet transmitted between two or more computer components that facilitates visualizing web site activity, comprising:

a plurality of clusters that respectively include users with similar browsing behavior and web pages visited by the users, wherein the information within the plurality of clusters is displayed in windows, based on respective clusters, of a display and the web page information is partitioned into units associated with individual users.

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56.   A computer readable medium storing computer executable components that facilitates visualizing web site activity, comprising:

    a component that partitions web site users by similar web site navigation;

    a component that generates a window for each partition within a display;

    a component that displays web pages visited by the users in associated windows; and

    a component that sorts the web page information within fields of a plurality of rows that respectively corresponded to individual users.

57.   A system that facilitates visualizing web site activity, comprising:

    means for clustering web site activity by web site user behavior;

    means for displaying the clustered activity in respective windows; and

    means for presenting web pages accessed by the users of the web site within a respective windows based on similar behavior.

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